

GUIDE TO
PROMOTING
A BUSINESS
IN THE
CITY OF TUCSON



Dear Small Business Owner:

The Small Business Commission created this marketing guide to provide you with different techniques that will assist you in promoting and marketing your business. Many times marketing is overlooked, and it is such an essential tool for business success. We hope that you will find this booklet a valuable and informative tool, and we wish you much success.

Good luck and best wishes from all of us at the Small Business Commission.

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UNDERSTANDING ADVERTISING

There are many companies out there competing against you and competing for your customers. Here are some suggestions on how to acquire new customers and retain your current clientele.

- 1) Read marketing material from the library or bookstore -standards such as the **Guerrilla Marketing series**.
- 2) Determine who your existing customers are, and define the target market you want to reach.
- 3) Know your product well and define its intangible benefits such as status, self-enhancement or peace of mind. These have been called the "secret motivators" of sales. Once you determine the intangible benefit of your product or service, you'll have a clearer sense of who else offers that intangible and what advertising approach and image you need in order to compete successfully.
- 4) **Most importantly**, establish a realistic advertising budget. Your advertising budget should amount to three to five percent of your annual revenues.
- 5) Think like a buyer, or potential buyer, to assess which media or publications will reach the customer in greatest concentration. Examine not only demographics and geographics, but also programming or editorial style. Is your target market likely to watch this TV channel, listen to this radio station, or read this magazine or newspaper? Likewise, think like a buyer to figure out why customers should buy from you, rather than from businesses offering the same products and services. Develop a "Unique Selling Proposition," or U.S.P. such as next-day delivery.

Six Essentials of a Successful Ad Program

If you are new to advertising, or if you're using media or publications you haven't tried before, assign this job to an outside specialist. These creative people may be at an advertising agency, a freelance writer and designer, or the ad department of the newspaper, magazine, TV channel or radio station where you plan to advertise. These people are experienced in translating information about a product or service, target market, U.S.P. and advertising goals into advertising that suits each medium and conveys an effective image and sales message.

Whether you work with specialists or create advertising on your own, here are six guidelines to follow in developing an ad program:

- 1) Do your homework. Start compiling your own ad file. Collect ads you like to give you ideas, as well as ads run by your competitors, so you can monitor what they're doing. Read books on advertising, including anthologies of the best ads of the year and how-to's by advertising experts.
- 2) "Sell the sizzle, not the steak." The old rule about selling products based on the benefits and excitement they provide has proved true time and time again. Focus on your U.S.P. and on those intangibles that motivate human behavior and generate sales.
- 3) Stick to your own image and personality. Stay with the basics of who you are. Make sure that the personality and image projected in your advertising ring's true.
- 4) Work as a team with your ad rep or ad agency.
- 5) Give each advertising medium you choose a fair test. Advertising rarely brings sales overnight. Run your ad at least five times - or at least two months in weekly publications - to test the market properly. Results take time.
- 6) Nobody sells you better than a satisfied customer. So in your efforts to gain sales from new prospects, remember that you can build sales equally well through customer referrals and repeat purchases of existing clientele. Maintain a mailing list and start producing sale notices, newsletters, catalogues, or

other goodwill and sales-generating materials for the customer's you already have.

Producing a Winning Ad

Print ads generally consist of four written parts: headline, support copy, call to action and company name plus a visual.

- 1) **Headline** - This prominent piece of copy must work with your visual, amplifying its meaning and attracting attention with a word, phrase or sentence announcing a benefit that appeals to your target market, such as "Sale," "Free," "Two for one special." You can collect ideas from your salespeople, ads in your file, advertising books, and newspapers.
- 2) **Support copy** - is written below the headline and adds secondary benefits such as, "same great quality", when you're offering a "new low price."
- 3) **Call to action** - urges the reader to respond "Call for an appointment today," or "Remember, sales ends March 21."
- 4) **Company name** - normally found at the bottom of the ad, should contain your address and phone number. Use larger font for the phone number to stimulate response by phone. Include cross streets to help customers find your business.

Visuals are more effective in attracting the readers' attention, and can instantly present your product or service in a dramatic and motivating way. Choose the best visual that draws the eye and explains what you're selling. Combine the four points above to produce an ad that is easy to read, motivational, eye-catching, clever, upbeat, appealing, emphasizes the solutions you provide and carries the personality and message you intend.

Track Your Results

Establish a method to determine how customers found you, and keep track of the results. Tracking tells you which ads or media bring inquiries and which bring sales. Most important, tracking helps you decide how to readjust your advertising program periodically to make your budget work its hardest.

Customer Service

Customers traded away high-quality service in exchange for price reductions or convenience in the early 1980's. Concurrently, technology advanced by leaps and bounds producing economical computers. More and more people have a computer in their home and are shopping on the net. Why should they shop in your store? They don't have to deal with rude salespeople or poor service any more. It's up to you to win them back.

Companies of all sizes are realizing that their strongest selling point can sometimes boil down to treating customers as they would like to be treated or better. A study done recently showed that small businesses which put heavy emphasis on customer service were more likely to survive and succeed than competitors who emphasized such advantages as lower prices or type of product.

Here are some suggestions on acquiring new and retaining current customers.

- 1) **Conduct your own survey.** Profit from the ideas, suggestions and complaints of your present and former customers.
- 2) **Talk and meet with your customers.** Ask questions. Learn their attitudes, what they want and what they dislike.
- 3) **Check employees' telephone manners periodically.** Bad telephone handling can undermine other constructive efforts to build a profitable enterprise.
- 4) **Make customer service a team effort.** Use group meetings, memos, posters and in-house publications to build customer consciousness throughout the organization.
- 5) **Extend your efforts after hours.** It's the friendly feelings people have that draw them to you and your business. Take advantage of the relaxed atmosphere of social occasions or a neighborly chat over the back fence to turn friends into customers, or to reinforce the loyalty of existing ones.

Success comes when you give your customers what they want - good quality service. You never know who might eventually become a customer, so that means providing courteous, friendly service to your suppliers and others with whom you come in contact, as well as current customers.



METHODS OF ADVERTISING

Advertising is defined as "the action of attracting public attention to a product or business," and is one of the many marketing tools you can use to draw in more customers with greater frequency. Ideally, your firm should invest in an ongoing, consistent marketing program using a combination of these tools for maximum impact.

We have included a brief description of the following forms of advertising to help you better understand how their process works.

Businesses listed under these titles can be found in The Yellow Pages or call the Tucson Metropolitan Chamber of Commerce at 792-1212.

Advertising Agencies

Advertising agencies are here to help you market your product. Carefully explain your product, market and goals to them and they will develop ideas that will best fit your budget and target the people you are trying to reach.

- **Direct Mail**

These agencies provide assistance in mailing advertisements such as sales letters, postcards, and leaflets. These are then sent through the U.S. mail at bulk rate.

- **Newspaper & Shopper's Guide**

This section provides a list of companies that will publish your advertisement in their newspaper.

- **Outdoor**

These agencies provide assistance in posting your advertisement on a billboard, bench, balloon, etc.

- **Radio**

Why not try advertising on the radio? Check this section for a list of radio stations.

Advertising Specialties

These are companies who will design promotional products such as key chains, balloons, mugs, pens, calendars, buttons, etc., with your business name or logo on them.

Audio Visual Production Industries

These businesses specialize in various types of audio visual productions.

Business Services

Specialists in their field such as business coaches, management coaches, content management, etc.

Coaching - Executive

Consultants can help you transform your business, provide training programs, leadership, team building, communication and problem-solving workshops.

Consultants - Business, Management, Marketing, Advertising, or Economic Research & Development Consultants are willing to sit down with you to seek problem-solving solutions and offer suggestions. See The Yellow Pages under Consultants or look under the particular subject such as Management Consultant for a complete list.

Internet Marketing and Advertising

Web designers will design and/or maintain a web page(s) to market your products. Some may have workshops to help you design your own web page. Before getting started you may want to check out this web site: www.portinfo.com/faq/.

Mail Order and/or Catalog Shopping

Mail ordering has increased greatly in the past few years. Customers order items from a catalog, then items are shipped to their place of business or home. Customers pay the taxes, shipping and postal costs.

Marketing and/or Marketing Research

Marketing companies gather, process, analyze and interpret information in a systematic and objective fashion to help identify problems and opportunities that allow for better-informed, lower-risk decisions.

Marketing Lists

The Daily Territorial, the Tucson Metropolitan Chamber of Commerce, or your local print shop will sell you a list of Tucson businesses, or you can go to the Main Library Business Resource section and access one of their many databases that covers more than 10 million U.S.

businesses. The data can be sorted by type of business or location, ranked by sales or number of employees, or market research reports on foreign trade are available. Downloading and printing capabilities are available, too. Call the Tucson-Pima Public Library's Infoline (520) 791-4010 for more information or see web site: www.tppl.org

Media Buyers

These agencies assist with media planning and buying and strategically place ads in newspapers, billboards, etc.

Printers

Printers will print anything from business cards, letter-head stationery, envelopes, flyers, newsletters, manuals, etc. They can make photocopies, offer full service bindery and will do desktop publishing for you. Call to see what services best fit your needs.

Public Relations Counselors

One who advises in terms of public relations. They do not do the actual work that a public relations person would do.

Sales Promotion Service

Experts who can help promote your product and/or business.

Sales Training

These experts can develop a training program for your employees concerning long-term customer relationships, quality customer service, positive attitude, listening skills, etc.

Video and/or Film Production Services

Video or film production services may consist of creating productions for commercials, industrial, corporate, concert/music videos, promotional, sales, training and info videos. Other services may include scripting, editing, computer animations and graphics.

Other suggestions for Methods of Advertising are:

- Promotional programs
- Premiums and incentives
- Newsletters
- Coupons
- Trade shows
- Word of mouth



MARKETING STRATEGIES

"PSST!"

Want to know the secret to small business marketing? Want to know how you can build your business? The secret to owning a successful business is Promotion, Service, Sales, and Training (PSST).

Most small business owners and managers have the technical capability to provide the product or service for which they charge a fee. Some owners and managers have the administrative and financial capabilities to manage the operations and make sure that cashflow is sufficient for the near and long term operations of the company. But when it comes to marketing and sales, most small business owners and managers lack the necessary skills to consistently promote their product or service and make it a success. When the economy is good - and cashflow is good - most business owners don't think about improving their operations, particularly their marketing. It is not until there is an economic hiccup that owners and managers begin to attend to the marketing side of the business. By that time, marketing is expensive when done right and very expensive when done wrong. Therefore, marketing requires a sustained effort, in good - as well as bad - economic times.

P stands for Promotion and includes advertising and promotional activities. Before you start thinking about advertising, you need to conduct some research on your customers. Business owners have to place themselves in the shoes of the customer and find out what the customer will respond to. Start with identifying their common denominators: age range, education levels, economic variables, buying styles, geographic location, etc. Be sure your advertising medium is geared to the customer you are seeking.

S is for service, customer service specifically. Customer service is courtesy and assistance that every employee provides to every (potential) customer all the time. Most people will shop a business prior to buying something. It

is at this time that service is of utmost importance. Great customer service can be as simple as saying, "please," "thank you" or, "Good morning" or "Welcome to our store." Customer service is an opportunity for the customer to know that you care for them all of the time, that you are there for them all of the time, that you are a resource for them all of the time and that they can count on you all of the time. Who knows, that person may be the source of your next customer!

S is for sales. Sales need to happen and like it or not, everyone in the business/company is a salesperson, everyone represents the company. At least two approaches to sales are available. The traditional sales approach the salesperson is concerned with meeting his/her quota and manipulates the customer into buying something they may not need. Customers are becoming wiser and are often times offended by this approach. The customer recognizes that something is being done to them and that their needs are not being met; in fact, usually it is someone else's needs that are being met at their expense.

The second approach is a customer-focused sales approach that focuses on identifying and meeting the needs of the customers. The salesperson listens to what the customer wants or needs and then identifies if and how their product or service can meet those needs. Customer-related selling takes more time than a traditional approach but there is a much greater likelihood of a first, second, third, etc...sale. Using this method will build trust and repeat customers.

T is for training. Think of employee training as a reinvestment in the company. Most employees are committed to doing a good job. However, employees can do a better job if they are given the training to perform their job function better. A better-trained employee is a more productive employee and may become a good candidate for manager or supervisor. Training builds morale and makes for a safer work environment. Training demonstrates a commitment on the part of the employer to the employee, therefore building trust.

If you follow this simple "PSST" marketing guidelines, you will be head and shoulders above your competition.

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SIGNS

The following are guidelines for obtaining a permit for an A-Frame or Portable Sign.

An A-frame or portable sign is an on-site sign, rectangular in shape, non-illuminated, temporarily authorized for one year and used to advertise the location, goods or services offered on the premises. This sign must be affixed or weighted to the ground.

Please review the following information before applying for a permit to determine if an A-frame or portable sign will be permitted at your business location.

- An A-frame or portable sign is not permitted to be used by any business identified on or otherwise using a freestanding sign or tenant directory.
- A-frames and portable signs are regulated by district - they are permitted in the general business district, pedestrian business district, freeway business district, industrial business district and special districts.
- A-frames and portable signs may be permitted in a Historic District after a review process by the Planning Director, the applicable Historic District Advisory Board and the Tucson Pima County Historical Commission.
- A-frames or portable signs are allowed in all districts to advertise those businesses immediately adjacent to and affected by road or water construction regardless of any other code provisions.

The following information will be required to process your application for an A-frame or portable sign permit.

- A plan check fee will be assessed at the time of application. A scaled site plan showing property lines, street frontage, sight visibility triangles, future right of ways, location of A-frame on property and its relationship to ingress and egress points must be shown on the plan. A drawing of the sign to scale indicating sign message or copy with color scheme needs to be submitted with the application. The method of attachment must be

indicated on the application.

- A site inspection of your business establishments will be conducted to ensure that your application complies with all provisions of the A-Frame Ordinance.
- Maximum sign area is 9 square feet with placement on private property. Maximum sign area is 6 square feet if placed in the public right of way.
- Maximum height is 3 feet if placed on private property and out of sight visibility triangles. Maximum height is 2 feet if placed in the right of way or in sight visibility triangles.
- A temporary revocable easement (TRE) license must be obtained before an A-frame or portable sign can be placed in the public right of way. A yearly fee applies. If the TRE is approved, a certificate of insurance must be on file with the Development Services Center.
- One A-frame or portable sign is permitted per business regardless of the number of street frontages a business may have.
- The permission of the property owner or management company to use an A-frame or portable sign is required.
- All components of the A-frame or portable sign, including a 1 inch border around each advertising face, shall be painted a color that matches the color of the business establishment. Portable or A-frame signs located in landscaped areas shall be painted a desert or earth tone.
- Portable or A-frame signs shall be properly maintained and any lack of maintenance evidenced by broken sign elements, peeling, chipping or flaking of paint or lack of proper anchoring shall make the portable sign subject to removal.
- A decal issued by the City of Tucson will be affixed to the upper right hand corner of each advertising face. Portable or A-frame signs authorized to be in the public right of way should display a decal of a different color than signs not authorized to be in the public right of way.
- A fee will be assessed yearly for the use of an a-frame or portable sign. A penalty fee will be assessed if an A-frame or portable sign is installed prior to the necessary permits and authorizations being obtained.

Noncompliance with any requirements of the A-frame or portable could result in the sign being removed or a civil citation being issued.

NEWS RELEASE GUIDELINES

The following guidelines will help you design an informative, clear and concise news release. A news release is used to announce your new business - **free advertising!**

Identification

The sending organization should be clearly identified. Use your letterhead or printed news release forms. Include the name and telephone number of an "additional information" contact at the top of the page.

Margins and Spacing

Double space and leave wide margins and space at the top, so editors can take notes and make edits.

Headlines

If you want to use a headline, remember it's just to summarize your writing, not something they will use.

Length

Never use more than one page unless absolutely necessary; rarely more than two pages. If you have a long release, get all the highlights into a concise memo and attach the information to it as background material.

Style

Use a summary lead and the five W's (who, what, when, where, why, and how). Use short sentences with active verbs. Edit material tightly. Make sure it is accurate, timely, and not blatantly self-serving. Avoid splitting a paragraph across pages. Put "-more-" at the bottom of any page that continues on to the next.

Avoid

Fancy, stilted wording. Translate into plain English any technical language and concepts the general public may not know. Do not shout "NEWS" or hype your release.

Proofread

Double check names, spellings, numbers, and grammar. After proofreading it yourself, it is also a good idea to have someone else read through your release before sending it.

Placement

The release should be in the editor's hands at least 24 hours before any event or activity you are publicizing. You should know in advance to whom to deliver your news releases. General news goes to the city desk or assignment editor. Specialized news should be given directly to reporters or departments, especially if they know you or vice versa.

The End

Indicate the end of your release with "-30-" or "###".

SAMPLE PRESS RELEASE

Company Name
Address
Phone and Fax Numbers

COMPANY
LOGO IF
APPLICABLE

PRESS RELEASE

TITLE OF NEWS RELEASE
(IN ALL CAPS)

For Immediate Release

Contact: Name of
Contact/Title

Date

Phone Number
(with area code)
Email if available

Introduction: (If your news release is for an event, state the date, time, and place)

Brief Description of News Release:

Conclusion:

-0-

(If your news release requires more than one page, you will need to indicate the word "MORE" at the end of the first page. Keep in mind a news release should always end with the symbol of a "0" or "##")

NEWS MEDIA CONTACTS

The Arizona Daily Star

4850 S. Park Ave.
PO Box 26807
Tucson, AZ 85726
573-4400-Main
573-4220-News

Metro Editor

fax - 573-4107

Money Editor

fax - 573-4144

Money Calendar

fax - 573-4144

The Tucson Citizen

4850 S. Park Ave.
PO Box 26767
Tucson, AZ 85726
573-4400 - Main

City Editor

fax - 573-4569

Business Editor

fax - 573-4569

Daily Territorial

Inside Tucson Business
3280 E. Hemisphere Loop, Suite 174
Tucson, AZ 85706
294-1200 - Main
News Fax - 295-4071

KOLD

7183 N. Business Park Dr.
Tucson, AZ 85743
News: 744-6397
fax - 744-5235

KVOA

209 W. Elm Street
Tucson, AZ 85703
News: 624-2477
fax - 884-4644

KGUN

7280 E. Rosewood
Tucson, AZ 85710
News: 290-7700
fax - 733-7050

KWBA-TV58

3481 E. Michigan St.
Tucson, AZ 85714
Phone: 889-5800
fax - 889-5855

Telemundo-KHRR

2919 E. Broadway #100
Tucson, AZ 85716
News: 322-6888
fax - 881-7926

Univision-KTVW

2301 N. Forbes Blvd.
Tucson, AZ 85745
News: 622-0984
fax - 620-0046

Green Valley News

101-42 S. La Canada
Green Valley, AZ 85622
Main: 625-5511
fax - 625-8046

El Imparcial

1661 N. Swan
suite 208
Tucson, AZ 85712
Main: 792-2114
fax - 792-2189

CHAMBER TIP: THE INFORMATION AGE AND WHERE TO TURN FOR HELP

Your client needs information ASAP. You need specific demographics to include in a proposal or marketing plan. You are looking for a specific business or business in a specific industry. You want to know the buying trends of your clientele to plan for the future.

We have all been faced with these types of questions and there is no doubt that we will come upon them again and again. But where do you turn for answers? You are a home-based business and you don't have a research department, access to costly database programs, or countless magazine subscriptions to all of the trade journals. There is a resource right in your back yard and, are you ready for this—it is FREE.

The Tucson-Pima Public Library recognizes the needs of small businesses and has a wealth of information and resources for you to utilize.

Need help in meeting that latest deadline but don't have a lot of time to track down information? The Library's Infoline is a telephone reference service that business people use for quick information. Infoline staff is specially trained to locate what you need as quickly as possible. Dial (520) 791-4010 for addresses, leading economic statistics, and other ready reference information. Call Infoline for everything from the latest consumer price index statistics to listings of your local representatives. You can also e-mail Infoline's reference desk at prickly@ci.tucson.az.us.

Also, be sure to check out the Tucson-Pima Public Library's web page at www.tppl.org. Select the Small Business Information Center to increase your Internet productivity. This site is designed to meet the needs of the home-based business. Start here for links to directories, census and demographic surveys, and other resources. The library also has a helpful electronic

newsletter, Biz News, that can be accessed through the library's web site. Special features like "Show Me the Money" will keep you and your business up to date and "in the know."

On the library's home page, you will also see a link to EbscoHost. With your Tucson-Pima Public Library Card, you have free access from your home to over \$30,000 worth of magazines or a database that provides full text coverage to over 1000 magazines covering business, health, and current events.

You can also send in questions while you are on the web. Need an Answer? Ask a Librarian at the library's home page to connect you to the library's e-mail reference service. This service answers specific questions with brief answers or leads you to sources available at the library or on the Internet. Reference Staff at the Main Library will respond to your question by e-mail within three days.

The Main Library, located at 101 N. Stone, has an extensive research collection. The public library's largest reference collection includes sources covering demographic and industry trends, company listings, franchise opportunities, export-import information, finance and venture capital, government laws and regulations, and legal issues affecting small business. Publications to review are Inside Tucson Business Book of Lists, Business Rankings Annual and Market Share Reporter. Featured electronic databases include Dun & Bradstreet's Million Dollar Database and Reference USA for companies, and National Trade Data Bank for international trade guidance. The following is a list of library branch listings and hours of operation.

If you are interested in using the computer, call first and ask what your time limits are so you can be better prepared and organized.

Caviglia-Arivaca: 398-2764

17050 W. Arivaca Rd., Arivaca, AZ, 85601
Tues., Wed., 11-8, Thurs. 10-6, Fri. 11-5, Sat. 9-5,
Sun. & Mon. Closed

Columbus: 791-4081

4350 E. 22nd St., 85711
Mon., Thurs. 10-6, Tues., Wed. 11-8, Fri. 10-5, Sat. 9-5,
Sun. Closed

Dewhirst-Catalina: 825-9541

15631 N. Oracle, suite 99, Catalina, AZ 85739
Mon. 10-6, Tues. 11-8, Wed., Thurs. 10-6, Fri. 10-5, Sat. 9-5,
Sun. Closed

Dusenberry-River Center: 791-4979

5605 E. River Road, 85750
Mon. 10-6, Tues., Wed. 1-9, Thurs. 9-6, Fri. 10-5, Sat. 9-5,
Sun. Closed

El Pueblo: 791-4733

101 W. Irvington Rd., 85714
Mon., Tues. 9-6, Wed., Thurs. 10-6, Fri. 10-5,
Sat. & Sun. Closed

*** El Rio: 791-4468**

1390 W. Speedway, 85745
Mon., Tues. 9-6, Wed. 12-8, Thurs. 10-6, Fri. 10-5, Sat. and
Sun. Closed

Himmel Park: 791-4397

1035 N. Treat Ave., 85716
Mon., Thurs. 10-6, Tues., Wed. 11-8, Fri. 10-5, Sat. 9-5,
Sun. Closed

Joyner-Green Valley: 625-8660

601 N. La Canada Drive, Green Valley, AZ, 85614
Mon., Wed., Sat. 9-5, Tues. 9-8, Thurs. 9-6, Fri. 10-5,
Sun. Closed

Kirk-Bear Canyon: 791-5021

8959 E Tanque Verde, 85749
Mon., Tues. 1-9, Wed. 10-6, Thurs. 9-6, Fri. 10-5, Sat. 9-5,
Sun. Closed

Main Library: 791-4393

101 N. Stone Ave., 85701
Mon. - Wed., 10-9, Thurs. 9-6, Fri. 10-5, Sat. 9-5, Sun. 1-5

*** Marana: 682-4216**

13370 N. Lon Adams Rd., Marana, AZ, 85653
Tues., Thurs. 10-6, Wed. 11-8, Fri. 10-5, Sat. 9-5,
Sun. & Mon. Closed

*** Miller-Golf Links: 791-5524**

9640 E. Golf Links Road
(southeast side of Golf Links and Harrison roads)
Mon. 10-6, Tues., Wed. 11-8, Thurs. 9-6, Fri. 10-5, Sat. 9-5,
Sun. Closed

*** Mission: 791-4811**

3770 S. Mission Road, 85713

Mon. 10-6, Tues., Wed. 11-8, Thurs. 10-6, Fri. 10-5, Sat. 9-5,
Sun. Closed

Nanini: 791-4626

7300 N. Shannon Road, 85741

Mon. 10-6, Tues., Wed. 10-9, Thurs. 9-6, Fri. 10-5, Sat. 9-5,
Sun. 1-5

Readrunners Mobile Services: 791-5506

Bookmobile, Books-By-Mail, Homebound Services

Mon. - Fri. 8-5

Salazar-Ajo: 1-520-387-6075

33 Plaza, Ajo, AZ, 85321

Mon. -Wed., & Fri. 9:30-5:30, Thurs. 11-7,
Sat. & Sun. Closed

*** Sam Lena-South Tucson: 791-4791**

1607 S. Sixth Ave., 85713

Mon. - Thurs. 10-6, Wed. 12-8, Fri. 10-5, Sat. 9-5

*** Valencia: 791-4531**

202 W. Valencia Road, 85706

Mon., Tues. 1-9, Wed. 10-6, Thurs. 9-6, Fri. 10-5, Sat. 9-5,
Sun. 1-5

Wilmot: 791-4627

530 N. Wilmot Rd., 85711

Mon. - Wed. 10-9, Thurs. 9-6, Fri. 10-5, Sat. 9-5, Sun. 1-5

*** Woods Memorial: 791-4548**

3455 N. First Ave., 85719

Mon. 10-6, Tues., Wed. 10-9, Thurs. 9-6, Fri. 10-5, Sat. 9-5,
Sun. Closed

*** Denotes libraries with computer labs available to do
resumes, business plans, etc. as well as research.**

TIPS FOR GETTING YOUR BUSINESS ON THE WEB

Obtain Your Own Site Domain Name: Doing so provides your company with its own web address marketing presence. It also allows your web site to be relocated to another hosting service without having to reregister it with search engines, serves as the basis for your company's email address and is relatively inexpensive.

Do Things Right the First Time: Selecting an experienced developer to properly design and implement your web site at the outset will insure a professional image for your company and help bring visitors back. It is generally deemed better to have no web site presence than a poorly implemented one.

Design Your Site for Ease of Navigation: Being able to readily find information at a web site is one of the most important things of interest to visitors and will keep them coming back.

Adopt Conventional Site Developmental Techniques: Using unconventional methods for a business web site, such as annoying color schemes and blinking images, will tend to drive most visitors away from it.

Make Your Site Informative & Well-written: In the final analysis, visitors come to your web site to quickly obtain worthwhile information. If what has been posted to it contains rambling sentences, print that is hard to read or material that is not considered useful, they won't hesitate to leave it.

Keep Your Site Up to Date: Nothing disappoints a web site visitor more than discovering information that isn't current. It's a surefire message to the visitor that your web site is not being attended to on a regular basis.

Build Your Site to Load Quickly: Most visitors are utilizing low speed dialup connections when accessing your web site. Therefore, it is imperative that your startup

page be designed to load as quickly as possible.

Crosslink with Other Compatible Sites: Crosslinks with other related web sites of interest will add value to yours and bring additional visitors.

Implement Appropriate E-commerce: Selling niche or specialty products and services on the Internet is likely to be more successful than offering commonly available items. Accordingly, it is important that careful consideration be given to the type of products and services to be sold.

Market Your Site Well: With an estimated 2 million commercial web sites now in operation on the Internet, marketing is every bit as important today as implementation (in many cases, it is even more so). For your web site to be successful, potential visitors must be made aware of it through a well-thought-out program of conventional advertising and special web marketing techniques.

By Bob Hagen, co-chair of the Information Technology Association of Southern Arizona, www.itasa.com.



CONTRACTING WITH THE CITY OF TUCSON

Contact the Procurement Help Desk at (520) 791-5691 for additional information on Contracting with the City of Tucson. Bidders are encouraged to obtain a copy of the City of Tucson Procurement Code, which contains helpful information on bidding requirements. The City's Procurement Code may be obtained from the City Clerk's Office at City Hall, (520) 791-4213, or for additional information link on to their website at www.ci.tucson.az.us/procurement

Hours of Business

The Department of Procurement is open for business from 8:00 AM to 5:00 PM, Monday through Friday, at 255 W. Alameda, 6th Floor, Tucson, AZ.

Methods of Purchasing

The City of Tucson utilizes the following methods of purchasing: formal Request for Proposal (RFP), formal Invitation for Bid (IFB), informal Request for Quotation (RFQ - written and phone solicitations). Formal solicitations, RFPs and IFBs require posting of a public notice, submission of a sealed bid or proposal, public bid opening or acknowledgment and an award by the Director of Procurement. Formal IFBs and RFPs are for purchases in excess of \$10,000. **In August 1999, the City of Tucson established a Livable Wage ordinance. Please contact the Procurement Office for specific information.**

Informal requests for quotation may be either written or oral. Although a sealed bid technique is not used, all informal quotations are made on a competitive basis securing quotes from at least three (3) vendors whenever possible.

Types of Contracts

The City of Tucson normally contracts for two types of purchases, either a one-time contract or a term contract.

- **One Time Contract:** The City procures required services or materials on a one-time basis. A firm price is requested for fixed quantities with single or multiple delivery sites. Depending on the dollar amount of the purchase, the formal sealed solicitation method or informal quotation method is used.
- **Term Contract:** The City has established, and continues to establish, term contracts for estimated quantities of materials or services commonly used in volume by specific departments or on a City-wide basis. These contracts are awarded by a formal sealed solicitation method for a specified period of time.

Notice of Invitation to Bid and Request for Proposal

When the City purchases by formal competitive bid, a Notice of Invitation for Bid is posted in the Department of Procurement. When the City purchases professional or other services, a Notice of Request for Proposal is posted. All notices for construction and federally funded projects are published in the legal notices section of the "official" newspaper of the City. When a wider distribution is deemed necessary for any type of solicitation, additional publications may be used to circulate the required information.

Vendors registered on the City's bidders' list will automatically receive notification of IFBs and RFPs in the commodity classes for which they have registered. Any vendor not already on the City's list of bidders may obtain a copy of an IFB or RFP by calling (520) 791-5147, or online at www.cityoftucson.org/procure or by visiting the Procurement Office. Information on bids or proposals may also be obtained by calling (520) 791-4217 or (520) 791-4704.

Procurement Web Site

You may visit the Department of Procurement's web site at www.ci.tucson.az.us/procure. Information available on the Procurement's web site includes: 1) listing of solicitations (IFB & RFP); 2) listing of staff members and areas of responsibility; 3) Tucson Procurement Code and much more. For questions regarding Procurement's web site, please contact the **Procurement Help Desk**, at

(520) 791-5691.

KEYS TO NETWORKING AT EVENTS

- Use existing contacts... do not hesitate to ask friends and associates to introduce you to others.
- Bring plenty of business cards... your best marketing tool...to the event. Do not hesitate to distribute them.
- Wear a nametag that includes your first and last name and company affiliation...the name of your company may generate a great deal of interest.
- Wear your nametag on the right, so as you shake hands your name is easily read.
- Make sure you introduce yourself to everyone at your table.
- Be able to describe your product/service in a sentence or less...remember the importance of first impressions.
- Establish a goal for the number of new business contacts or business cards of decision makers you will have at the conclusion of the event...keep shaking hands until you achieve that goal.
- Effectively use your time at the food and beverage stations to your advantage... talk with people near you in line.
- Enter the raffles... you take a chance on having your name/company announced to hundreds of people and you could win a prize!
- Plan for success... set a goal for the evening and plan to follow-up the next day with a note or phone call.

BUSINESS RESOURCES

Here is a list of business resources to help you with any questions you may have.

American Marketing Association Greater Tucson Chapter	205-8852
Tucson Metropolitan Chamber of Commerce	792-1212
Tucson-Pima Public Library-Main Info-line	791-4010
City of Tucson Office of Economic Development	791-5093
Arizona Small Business Association	327-0222
Pima Community College Small Business Development Training Center	206-4906
S.C.O.R.E. (Service Corps of Retired Executives)	670-5008
DOTUCSON do.tucson.com Casey DeLorme, president	327-5161
Toastmasters International	749-0062

THE SMALL BUSINESS COMMISSION WOULD LIKE TO EXTEND A VERY SPECIAL THANKS TO THOSE INVOLVED IN CREATING THIS BROCHURE.

City of Tucson Office of Economic Development

Kendall Bert, Director
Lupita Valencia, Business Development Assistant
Diane Link, Secretary
www.ci.tucson.az.us/oed
(520) 791-5093

Information Technology Association of Southern Arizona (ITASA)

Bob Hagen, Co-Chair
www.itasa.com
(520) 206-9578

Tucson Metropolitan Chamber of Commerce

Stephanie Lemme, Director of
Economic Development
Tracey Gransie, Economic Development Assistant
www.tucsonchamber.org
(520) 792-1212

William Dorgan and Associates Business and Franchise Consulting, Training and Development

Bill Dorgan, Principal
wdorgan@theriver.com
(520) 791-3000



Office of Economic Development
P.O. Box 27210
Tucson, Az 85726-7210
Phone: 791-5093 Fax: 791-5413

This publication can also be found on the
online at www.cityoftucson.org/oed